The following listing of claims replaces all prior listings and versions of claims in this application.

1.   (Currently Amended) A method ~~for selecting awards to be offered to patrons of a gaming establishment, the method~~ comprising:

~~displaying on a~~ causing the display ~~device~~ of a floor diagram of [[the]] a gaming establishment on a display device, said floor diagram including locations of gaming devices ~~and gaming tables~~ within the gaming establishment, said display device communicatively coupled to a central server and to a patron database, and said display device configured to display a first interface and a second interface, wherein access to said first interface and said second interface is limited to an operator of said gaming establishment;

said patron database comprising:

stored patron information relating to each of a plurality of patrons and historical transaction information involving said plurality of patrons; and

observed preference data, said observed preference data: (i) representing patron behavior observed in the gaming establishment for at least a first patron of said plurality of patrons for a period of time specified by the operator and (ii) comprising at least one of a gaming preference based on observed time played or actual win or theoretical win and a restaurant preference based on observed restaurant patronage;

~~displaying~~ causing the display of the first interface on the display device, said first interface comprising a visual indicator of a location of said first patron rendered on the floor diagram of said gaming establishment;

and

~~displaying~~ causing the display of the second interface on the display device, said second interface comprising information indicating at least one recommendation of an award to offer to the first patron, said recommendation resulting from the central server:

evaluating substantially real-time transaction activity of said first patron;

generating a profile for said first patron based at least upon portions of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, and said observed preference data;

matching two or more awards to said profile;

determining for each of the awards a respective likelihood of acceptance by said first patron based upon ~~at least (i)~~ the historical transaction information ~~involving said patrons including the first patron~~ and ~~(ii)~~ the observed preference data ~~of at least the first patron~~; and

sorting the two or more awards according to the respective likelihoods of acceptance.

2. (Previously Presented) The method of claim 1 further comprising:

defining a plurality of profiles associated with a corresponding plurality of profile valuations, said assigning further including selecting said profile from said plurality of profiles.

3. (Previously Presented) The method of claim 1 further comprising:

defining a plurality of awards, said matching further including selecting a first award from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

4. (previously presented) The method of claim 1 wherein said profile is characterized by a profile valuation, said two or more awards being valued at less than or equivalent to said profile valuation.

5. (previously presented) The method of claim 1 wherein said matching or said sorting includes considering award preferences of said first patron.

6. (Original) The method of claim 5 wherein said matching further includes considering current conditions.

7. (Original) The method of claim 5 wherein said award preferences are based at least in

part upon reaction of said first patron to other awards previously offered to said first patron.

8.   (Previously Presented) The method of claim 1 wherein said generating step further comprising the central server:

        regularly evaluating substantially real-time transaction activity of each patron of said plurality of patrons; and

        assigning a patron profile to each patron of said plurality of patrons based upon respective portions of said historical transaction information and said substantially real-time transaction activity.

9.   (Previously Presented) The method of claim 8 further comprising matching one or more awards to each said patron profile.

10-20. (Canceled)

21.   (Currently Amended) A ~~computer-implemented patron award~~ system ~~for a gaming establishment~~ comprising:

        a central server;

        a patron database comprising:

                stored patron information relating to each of a plurality of patrons and historical transaction information involving said plurality of patrons; and

                stored observed preference data, said observed preference data<u>: (i)</u> representing patron behavior observed in the gaming establishment for at least a first portion of said plurality of patrons for a period of time specified by the operator <u>and (ii) comprising at least one of a gaming preference based on observed time played or actual win or theoretical win and a restaurant preference based on observed restaurant patronage</u>;

        a display device communicatively coupled to the central server and to the patron database, said display device configured to:

                display a floor diagram of the gaming establishement said floor diagram including locations of gaming devices ~~and gaming tables~~ within the gaming establishment; and

display a first interface and a second interface, wherein access to said first
interface and said second interface is limited to an operator of said gaming establishment;
wherein:

said first interface comprises a visual indicator of a location of said first
patron rendered on the floor diagram of said gaming establishment; and said
second interface comprises information indicating at least one recommendation of
an award to offer to said first patron, said recommendation resulting from the
central server:

evaluating substantially real-time transaction activity of said first
patron;

generating a profile for said first patron based at least upon
portions of said historical transaction information pertinent to said first
patron, said substantially real-time transaction activity, and said observed
preference data;

matching two or more awards to said profile;

determining for each of the awards a respective likelihood of
acceptance by said first patron based upon ~~at least (i)~~ the historical
transaction information ~~involving said patrons including the first patron~~
and ~~(ii)~~ the observed preference data ~~of at least the first patron~~; and

sorting the two or more awards according to the respective
likelihoods of acceptance.

22. (Previously Presented) The award system of claim 21 wherein said central server is
configured to define a set of profiles associated with a corresponding plurality of profile
valuations, said assigning further including selecting said profile from said plurality of profiles.

23. (Canceled)

24. (Previously Presented) The award system of claim 21 wherein said central server is
configured to define a plurality of awards, said matching further including selecting a first award

from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

25.   (Original) The award system of claim 24 wherein a first of said awards matched to a first of said profiles is characterized by an award valuation less than a profile valuation associated with said first of said profiles.

26.   (previously presented) The award system of claim 24 wherein the display device is a hand-held device.

27.   (previously presented) The award system of claim 24 wherein the central server is further configured to generate a script containing information that describes how to deliver said first award to said first patron and to output said script to the display device.

28.   (previously presented) The method of claim 1 wherein the display device is a hand-held device.

29.   (previously presented) The method of claim 1 further comprising generating a script containing information that describes how to deliver said award to said first patron and outputting said script to the display device.

30.   (previously presented) The method of claim 1 wherein the determining step further comprises determining for each of the awards a likelihood of acceptance by said first patron based upon a time of day.

31.   (previously presented) The method of claim 1 wherein the observed preference data includes patron location observed within the gaming establishment.

32.   (previously presented) The method of claim 1 wherein the observed preference data includes observed time played by a patron at a location within the gaming establishment.

33.   (previously presented) The method of claim 1 wherein the observed preference data includes an observed meal type selected by a patron.